



**K9 Gentle Dental**

anesthesia-free teeth cleaning

# Reference Guide

K9 Gentle Dental

[www.k9gentledental.ca](http://www.k9gentledental.ca)

604-363-2264 or 1-800-708-1597

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# Thanks for hosting a K9 Gentle Dental clinic!

Congratulations! You are now offering your clients an amazing teeth cleaning service that they are going to love! By offering our services you will help them take better care of their K9's oral care while also establishing yourself as their one-stop-shop when it comes to their pets needs.

This manual is meant to help you and your staff understand how hosting a K9 Gentle Dental clinic works and how to best utilize our services for your business. If there are any questions please don't hesitate to call or email us anytime!

Lower Mainland- 604-363-2264

Alberta – 1-800-708-1597

Email – [Info@k9gentledental.ca](mailto:Info@k9gentledental.ca)

This manual has tons of useful information and you can also find more resources on our websites' Host Portal. Check it out!

Link - <http://k9gentledental.ca/host-a-clinic/>

Login – k9gd123

Password – freshbreath!

## here's how it works:

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- We set a clinic date either in person, over the phone or via email.
- We send you a booking sheet, posters, postcards, and an online promotional package to help promote the clinic to your clients. Login to the “Host Portal” on our website to access promotional materials, as well as request more materials for your store.
- We add your store to our websites’ “Upcoming Clinics” page and direct clients who call us from your area to your business. We also promote your clinics and business on all our social media outlets.
- You promote the service to your clients in store - and if you wish online - and take appointments. There is no minimum # of dogs needed to host a clinic.
- We check in with your store 1 month out, 1 week out and 1 day before to get information on the bookings. If you need any assistance give us a call anytime. **If you are not receiving these calls please contact us right away. Our calendar is electronic and, although VERY rare, glitches can happen that may have altered the proposed date on our end.**
- On the day of, we show up and handle everything! We will interact with the customer, handle paperwork, do the cleanings, hold onto doggies until pick up, take payment, etc. We bring everything we need with us - including liability insurance, payment processing, etc.
- We also clean a staff dog for free at your first clinic and another one at every future clinic with 8 or more bookings. For business owners we will ALWAYS clean your dog for free, just make sure to only have 1 free dog booked in per clinic.
- If we aren't able to work on a dog for any reason, we do not charge the customer anything and their deposit will be refunded. We want to make sure your customers are very happy!

## *how to promote your clinics:*

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- Talk about it with your clients! This is the best way to have your clinic be a success. Interacting face to face with clients and having your knowledgeable staff able to answer questions in person is irreplaceable. People do have a lot of questions though, so at any time if you are unsure of an answer please ask the client to call us directly! We have heard it all.
- Referring back to point one - the best way to educate yourself on how the clinics work and what our services are all about is to read this manual 😊
- Make sure everyone knows how to take bookings in store and over the phone. We hear from clients all the time that they tried calling a location but the store was unable to take their booking because the staff was unaware of how to do so, so the client ended up booking somewhere else. If the booking sheet can be kept somewhere that everyone can access it, taking appointments can be super fast and easy!
- Have an online presence about the service. Some locations like to start a Facebook event, some like to dedicate an entire page on their website! Whatever you do, more and more people are finding what they want with online searches. Having people in your area see that you now offer this service can bring in tons of new clients to your store. We provide you with photos and images to use online to promote your clinic and can assist you in any way needed. Please ask us for help with this if you are not sure how to utilize this avenue of promotion.
- If you have any other ideas on how you would like to promote your dates, please get in touch with us! We are always happy to discuss new advertising options with you. You know your clients best and if there is a way to advertise that you think will reach them, we are interested to know more!

# how to take your bookings:

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- Get all the information needed from clients to be able to fill out the booking sheet completely
- Try to book all appointments in order (when possible) on the booking sheet to avoid long lag times
- Collect a \$30+GST deposit (\$31.50) and mark on the booking sheet that it was paid. The deposit is fully refundable if they cancel with 24 hour notice or if we cannot perform the cleaning for any reason. This \$30+GST is what each location keeps as their “booking incentive”, so if you have already collected the deposits you will keep those, or else we will pay you at the end of the day.
- Ask the client if their dog has any health issues - if YES you can still take their booking - just ask them to give us a call to talk about the health concern. A serious health issue that we would want to talk about would be something that affects the dog on a daily basis that is not under control. Please give us a call if you are not sure.
- The day before your clinic we would like all the appointments to be reminded by phone. If you are busy or would like us to handle it that's no problem! Just send us a picture of your booking sheet to [info@k9gentledental.ca](mailto:info@k9gentledental.ca)
- That's it! Please don't hesitate to get in touch if you or any of your clients have any questions about the procedure!

## *overview of appointments:*

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- The company was formed after training from a holistic veterinarian who specializes in anesthesia-free cleanings
- Each appointment takes 40-60 minutes - depending on the dog and teeth condition
- Owners can stay and watch from a distance if they like - but generally, dogs are calmer and less stressed when owners aren't present
- More than 99% dogs will let us clean their teeth no problem. If we can't do it, then of course there is no charge
- We will swaddle small dogs to help make them feel more secure and work in pairs for the larger dogs
- We will attempt cleanings even on aggressive dogs
- We hand-scale all the teeth - including the very back molars, the insides of the teeth, etc. Then, we polish the teeth
- Tartar rebuilds differently for all dogs but we generally will advise dogs return either 6, 9 or 12 months for their next cleaning. If you want to set up your dates for the next 12 months you can rebook clients right away for their next appointment.
- We use natural products like colloidal silver and coconut oil as well as a flavourless and fluoride free Prophy polish
- We have a set fee for all dogs so the client always knows exactly what they'll be paying
- We accept Visa, MasterCard, Amex, debit or cash
- Watch our videos online to see us in action! Search "K9 Gentle Dental" on YouTube

## *prices:*

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### ***Deposit - \$30 + GST - \$31.50***

This should be paid for all appointments. When deposits are not paid we tend to have a higher rate of “no show” appointments, which wastes the valuable slot the dog was booked in. We like to remind clients that the deposit is fully refundable if they change their mind or if their dogs’ teeth are too far-gone for our services to be effective. The deposit is not refunded if the dogs’ teeth are “too clean”. We see this happen mostly with puppies under the age of 1 year. To avoid having a client be unhappy about this, you can ask any dog under 1 year of age to come in for a free consult at your next clinic or make sure they are ok with possibly losing their deposit if there is no tartar. We are always surprised by how much tartar puppies can have, especially in the toy breeds, so we can still take puppy appointments, but bringing it up with your client is a good idea. We also do not refund a deposit if the person cancels the day of their booking. Our policy for cancellations is 24 hours in advanced but we are flexible.

We split the \$30+GST with the host business in either of these cases.

### ***Regular Cleaning - \$229 + GST - \$240.45***

We charge the same flat price for all dogs. We think it’s best that the owner knows exactly what price to expect.

We pay the host business \$30+GST per regular cleaning appointment.

### ***Staff Dog - FREE***

We offer a staff dog a free cleaning at your first clinic and at all clinics with 8 or more dogs booked in! It will be up to the host business’ management team to decide who will receive the free cleaning. Location owners also will receive a free cleaning at ANY clinic. But only one free cleaning per clinic.

No payment to the host business for free cleanings.



## *Staff Dog Pricing - \$159.00 + GST - \$166.95*

We offer a discounted rate to staff at any clinic. Ask your management team if you are allowed to sign your dog up for a discounted rate teeth cleaning at your works' next clinic.

We do not pay the host business for staff rate appointments. If the location wants to collect a \$30+gst deposit from their staff, that deposit will stay with the location but not come off our pricing.

## *Dogs with less than 15 teeth - Price to be determined at time of appointment*

Some dogs have very few teeth remaining due to dental disease or other causes. If a dog has less than 15 teeth we will provide a discounted rate to be determined by the K9 Gentle Dental team.

We pay the host business \$30+GST per discounted dog appointment

## *Consultation - FREE*

At any clinic we welcome clients who are interested in our services to stop in and check it out. We will check any dogs' teeth for free but they may need to wait if we are with a client dog when they come in.

We do not pay the location for consultations

## *Our Loyalty Program*

We offer our clients the ability to gain free cleanings with our loyalty program. After 8 cleanings, the client will receive a cleaning for free. If a deposit has been prepaid, then that will be kept by the location as their "appointment fee" (another great reason to take deposits!). If no deposit is prepaid then no funds will be gathered from the client at the redemption of their free cleaning.

The location will determine if they are paid for a free loyalty reward dog by taking a deposit beforehand. If no deposit is prepaid, nothing will be paid to the location for a free loyalty reward dog.

# *a-z reference guide:*

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## *aggressive dogs*

We have successfully cleaned dogs that have demonstrated aggression with groomers and vets. We say that we can give it a try - and if we aren't able to safely settle them - then there is no charge to the owner. If we aren't able to clean them, we can still give the owners tips on helping the dog get used to how we hold them so they can practice at home for a few months - and we can try again.

## *certification*

Anesthesia-free teeth cleaning is not a government-regulated profession in Canada - this means that no one is officially government certified. K9 Gentle Dental chose to be certified by the longest-standing, veterinarian-led training school - but we do not claim to be "government certified".

## *dental chart*

We will provide a client with a dental chart if there is anything in the mouth that we would like them to keep an eye on or have their vet inspect

## *follow up*

We follow up with each client when they are due for another cleaning with us. If you do not want us to contact your clients please make us aware of this beforehand. Otherwise we will obtain permission from your client to contact them at that time.

## *pricing*

We charge a flat rate for our service. While there are other companies that may advertise lower pricing, they also usually quote a price range (rather than a set fee) depending on what they feel is the state of the teeth and temperament of the dog. Quite often, we hear from clients that they ended up paying quite a bit more than they expected.

## *products we recommend*

If your business has a retail component, we will check out what dental care products you have in stock so that we can make our recommendations to your clients accordingly. We do provide each dog with a complimentary toothbrush. We generally like to recommend:

- Coconut oil for a natural toothpaste
- Infant toothbrushes (the bristles are extra soft for doggie gums)
- Vitamin C supplement (to help boost immune system after cleaning)
- Cranberry Extract Supplement (to help prevent plaque from rebuilding + antioxidants)
- Colloidal Silver (natural antiseptic and immune booster)
- Bully sticks and other natural chews

With some notice, we can pass along distributor contact information. E-mail us for more information and pricing

## *report cards*

We complete a detailed report card for each dog with notes from the appointment, suggestions for home care, and recommendations for their next cleaning date.

## *symptoms of dental pain*

Dogs rarely show signs of dental pain. Even with a cracked tooth or severely damaged gums, a dog would probably eat, play and act normally - at least for a while. It's important to encourage owners to look into their dogs' mouths and keep an eye out for:

- red/bleeding gums (or blood on chew toys or bones)
- vocalizing when dogs yawn, chew or eat
- loose / broken teeth
- bad breath
- head shyness (not wanting you to touch their head)
- chewing on one side of their mouth
- yellow/brown/black buildup on teeth (usually starts along the gums)

## *tartar and plaque*

Food particles and bacteria collect on dogs' teeth to form plaque. If not brushed away, plaque combines with minerals in saliva to harden into tartar, which adheres strongly to teeth within 3-4 days. Once plaque calcifies into tartar, it doesn't come off by home brushing - and they should book an appointment with us. Tartar irritates the gums causing inflammation & gingivitis - seen as a reddening of the gums along the teeth. This also causes bad breath.

## *wiggly and nervous dogs*

Nearly all clients worry that their dogs will not calm down enough for us to complete the cleaning - when in reality, we have successfully cleaned more than 99% of our appointments! We just reassure a client that if we aren't able to clean their dog, then there is no charge to them - so it's worth giving it a shot. We settle dogs with our calm demeanour, gentle handling, and also because we work in pairs.

## *veterinary referrals*

If the state of a dog's mouth requires veterinary attention (loose teeth, severe gum disease, etc.), we will discuss options with the owner and provide referrals as requested. If the dog is not suitable for anesthesia-free cleaning, we will let the owner know - and there is no charge to the owner (the deposit will also be refunded)

# *frequently asked questions*

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Below are some frequently asked questions we hear from clients all the time. By familiarizing yourself with this information you will be better able to answer clients questions and concerns.

## *How do you keep the dogs still during their cleaning?*

This is definitely our most frequently asked question! Most of our clients come in being uncertain about whether their dog will cooperate - and we can tell you from experience that we are able to successfully calm and clean more than 99% of the time! Check out our videos on YouTube to see how we hold and lay down the dogs.

## *What happens during a cleaning with K9 Gentle Dental?*

Your pet lies on the floor on a supportive dog bed with their head in our lap. With small dogs, we may swaddle them in a towel to make them feel more secure. Someone is always available for belly rubs and we always talk to the doggies to help them understand that they are safe and that we are there to help. We hand scale their teeth with manual dental instruments inside and out, removing the tartar build up. When we are done scaling, we gently polish the teeth. When the cleaning is over and you are back to pick up your dog, you will receive a report card telling you what we were able to see during their appointment as well as a loyalty card and possibly a chart of your dogs teeth with any notes about specific areas that we want you and your vet to keep an eye on or inspect further.

## *What if my dog has really bad teeth?*

When you come in for your appointment we will look in your pet's mouth to check for any problems. If we see anything that appears to need a veterinarian's attention, we will recommend that you see your vet to have a dental cleaning under anesthesia and there will be no charge. Before we get started we will check the mouth for: tooth mobility, visibly apparent gum recession, breaks/chips,

bleeding/swollen gums, tissue injuries or signs of infection. If during the appointment we find any problems that we didn't see right away, we will either call you or put the information on your report card so you can discuss any further action with your own veterinarian.

### *Do you polish the teeth?*

Yes, we carefully polish the teeth at the end of the dental cleaning. We use the same product, called Prophy Paste, which your human hygienist uses to polish your teeth, just without any flavours or fluorides. We also do not use a mechanical polisher as the noises and vibrations may frighten the doggies. We use a toothbrush to gently and effectively polish the teeth.

### *How effective is this method of teeth cleaning?*

We do a great job of cleaning the inside and outside surfaces of your dog's teeth, but our services are considered hygienic and not a medical procedure. We can help your doggie maintain a healthy mouth, but if there are already issues with infection or disease, we are not able to treat or diagnose anything and may not be able to help you reverse those issues. We take care to do a great job every time; however, there are circumstances where we might not be able to remove all the tartar and may refer you to your veterinarian - for example when there are deep pockets, root exposure or excessive wiggling. If we are not able to complete the cleaning, there is no charge for the visit. No method is completely effective long term unless maintenance is practiced at home. So don't forget to brush! Imagine if you depended on your hygienist to keep your teeth clean without doing your daily oral care routine at home - not a good idea!

### *If my dog gets teeth pulled, how will they eat?*

Dogs are very resilient when it comes to healing and leading a normal life after dental surgery. We have seen many dogs who have little to no teeth left who still love to grab a hold of their bully stick or their big brothers crunchy kibble! They may not even realize that any teeth are gone - they just know that they feel much better. Some adjustments to diet may be needed but they can be very simple. Soft food like a raw diet can be really easy for dogs who have little to no teeth to switch to,

or even soaking their favourite kibble in some warm water will soften it up enough for them to be able to eat it. The most important thing to remember is that your dog will be happier and healthier after their bad teeth are extracted.

### *Do you clean under the gum line?*

We can clean along the gum line but we do not clean out deep gum recession. We do not measure depth of gum recession and would not be able to know how deep we could go before our sharp tools would hit tissue and that would be painful! Our doggies also don't understand the "say ahhhh" command like we do when we see our dentist so we can't guarantee that doggies won't move unexpectedly and therefore want to take precautions to avoid injuries. We can however clean the tartar around the gums and because gums are pliable we can move them to remove tartar that may be accumulated right along the gum line. Gums have a natural overhang of a few millimetres and it is not painful or dangerous to clean within that area.

### *What's the difference between an anesthesia-free teeth cleaning and a veterinary cleaning done under anesthesia?*

There actually is a big difference. Even though the veterinary option is called a "teeth cleaning" they actually do a lot more when done properly. Not only do they clean, but also they can diagnose and treat diseases and infections and can clean into deep pockets. They may do x-rays and measure pockets as well as part of their diagnoses process. These are all things that we cannot really do when the dog is awake and without a veterinarian present. Since we can look for abnormalities in the mouth but would not know if they were actually a problem, these are times when we will refer dogs back to their vets. Because we are not veterinarians we cannot provide any type of diagnoses or treatment of disease as that would begin to tread in veterinary medicine and would be against the law. We provide a hygienic service to keep the mouth cleaner, which has been proven in humans to help ward off the later issues of dental disease.

## *What can I do to keep my dogs teeth clean at home?*

BRUSH YOUR DOGS TEETH! If you never brushed your own teeth at home would you expect to have great dental check ups? Probably not. But still so many people don't understand the importance of at home regular care. Without this aspect most dogs will slowly develop gum disease, which can snowball into full-blown infections and other periodontal issues (issues with the structures supporting the teeth and mouth, such as bones). Also natural chews (bully sticks, raw and dehydrated bones, etc.), supplements and the dental sprays and gels are also great, but will not replace a toothbrush.

## *What's the best toothpaste/dental treat?*

We love using coconut oil as a natural toothpaste. The same stuff you use at home for cooking is perfect. We are supportive of any dental treat as long as it something they actually have to chew on. Things that crumble like a cookie tend to do very little in our opinion. Things like dental diets have not proven to provide much more of a benefit (as far as we have been able to see) than a dog on any other food so we tend to discourage their use (mainly because of their low quality ingredients). But whatever the case we try to be supportive of owners who are at least trying to care for their pets' teeth. We generally will refer them to YOU, the store staff for recommendations and products.